



Corporate Social Responsibility Program Data and Measurement

Tennessee Conference on Volunteering & Service-Learning

Monday, February 10, 2020

Corporate Social Responsibility

Environmental, Social and Governance (ESG)

Corporate Citizenship Strategy & Management

- Business & Society Integration
- Corporate Communications
- Environment & Sustainability
- Stakeholder Management (internal & external)
- Diversity, Equity & Inclusion

Employee Experience

- Employee Engagement
- Employee Service & Volunteering
- Employee Giving and Company Match
- Nonprofit Board Training and Placement

Measurement

- Data Analysis, Reporting & Insights
- Peer Company CSR Research and Analysis
- Program Evaluation
- Technology Platform Integration

Community Investment

- Disaster Preparedness, Relief & Response
- In-Kind Donations
- Cause Marketing
- Corporate Giving, Sponsorships & Grant Management
- Impact Investing

Operations

- Foundation Management (if applicable)
- Project/Event Management
- Regulations & Compliance

Public Affairs

- Government Affairs



UN SDGs



NOT ONLY DOING GOOD, BUT ALSO DOING WELL.

“More than 80% of mainstream investors now consider ‘ESG’ – environmental, social and governance – information when making investment decisions.”

- *Forbes Corporate Responsibility:
What To Expect In 2019*

“Turnover is reduced by 57% for employees actively engaged in company giving and volunteering efforts.”

- *Benevity Engagement Study 2018*



NOT ONLY DOING GOOD, BUT ALSO DOING WELL.

According to the research, companies integrating social impact into their business were able to:

- Enhance sales by as much as 20%
- Increase productivity by 13%
- Reduce employee turnover by half
- Protect against litigation risk at a value equivalent to the cost of insurance worth up to 4% of the company's value
- Increase the company's share price by up to 6%
- Create a "reputation dividend" worth up to 11% of market capitalization
- Reduce financial risk, the cost of equity, & the cost of borrowing

COMMUNICATE TO STAKEHOLDERS

- **C-Suite & Shareholders**
- **Employees**
- **Customers**
- **General Public**

THE FIVE 'R' FRAMEWORK

- 1) **Revenue – Strategic Alignment**
- 2) **Reputation – External Awareness**
- 3) **Recruitment – Talent Acquisition**
- 4) **Retention – Internal Engagement**
- 5) **Relationships – Partner Collaboration**

Measuring the ROI of CSR – The Five R Framework, Katie Emick, 2016



CASE STUDY: UNILEVER



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In 2010, under former CEO Paul Polman, Unilever made a commitment to sustainable and equitable growth as the heart of their business model by adopting The Sustainable Development Plan:

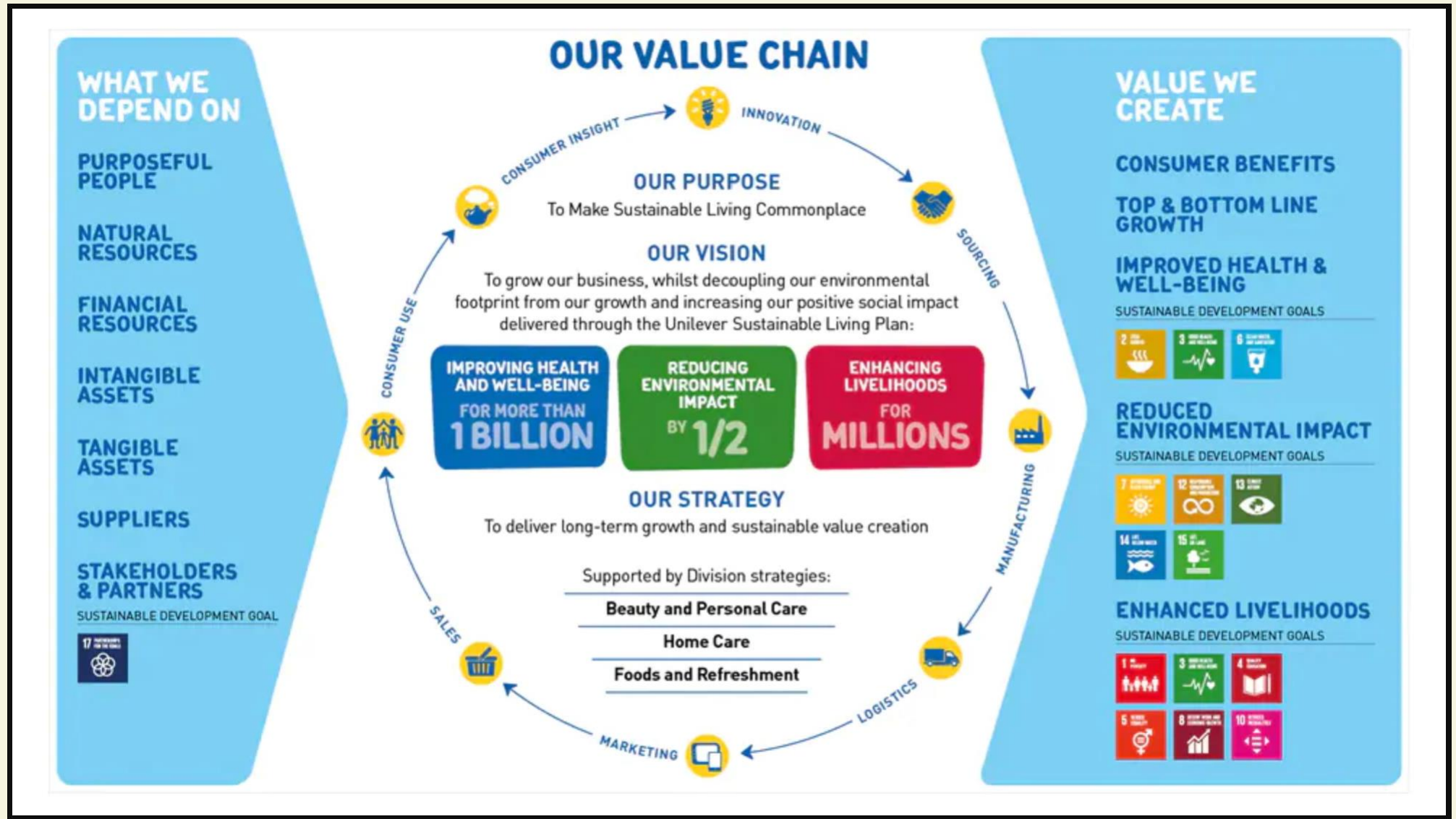
***“The Unilever Sustainable Living Plan** sets out to decouple our growth from our environmental footprint, while increasing our positive social impact.*

Our Plan has three big goals to achieve, underpinned by nine commitments and targets spanning our social, environmental and economic performance across the value chain.

We will continue to work with others to focus on those areas where we can drive the biggest change and support the UN Sustainable Development Goals (SDGs).”



CASE STUDY: UNILEVER



We have three big goals



IMPROVING HEALTH AND WELL-BEING FOR MORE THAN 1 BILLION

By 2020 we will help more than a billion people take action to improve their health and well-being.

> Explore our big goal

Health & hygiene >

Improving nutrition >



We are taking action on the UN Sustainable Development Goals



REDUCING ENVIRONMENTAL IMPACT BY HALF

By 2030 our goal is to halve the environmental footprint of the making and use of our products as we grow our business.*

> Explore our big goal

Greenhouse gases >

Water use >

Waste & packaging >

Sustainable sourcing >



We are taking action on the UN Sustainable Development Goals



ENHANCING LIVELIHOODS FOR MILLIONS

By 2020 we will enhance the livelihoods of millions of people as we grow our business.

> Explore our big goal

Fairness in the workplace >

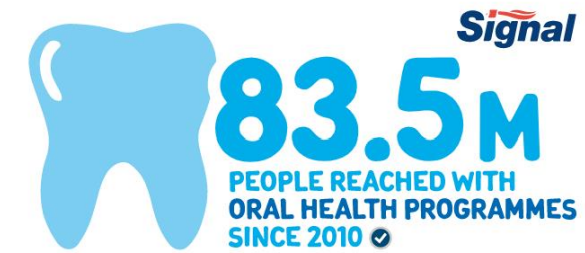
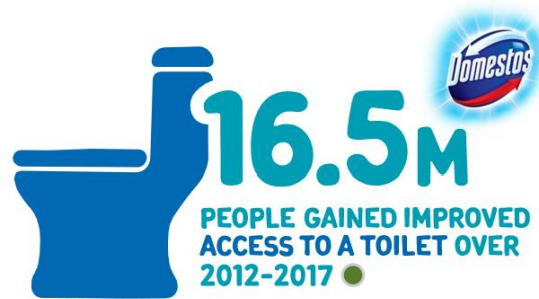
Opportunities for women >

Inclusive business >



We are taking action on the UN Sustainable Development Goals

CASE STUDY: UNILEVER



Healthy handwashing habits for life

Through Lifebuoy, we have helped 1 billion people around the world improve their handwashing habits, achieving our 2020 target two years ahead of schedule.* But we're not stopping there. We will continue to help people improve their handwashing habits to prevent childhood deaths.



6 CLEAN WATER
AND SANITATION



**UN Sustainable
Development Goal 6:
Ensure availability and
sustainable management of
water and sanitation for all**

Thank you!

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